



RETAILER CONNECTION

October
2021



\$5
Holiday Cash
\$100,000 top prize 6 49148 00353 7

Holiday Scratchers Arrive on Oct. 11

The \$5 "Holiday Cash" clear ticket will ship the same week but will not be part of the new ticket incentive. **Confirm/activate** each pack of new tickets from the other four new holiday Scratchers and **validate/cash** a ticket from each of those new games by midnight the day after delivery, and you'll earn a \$25 bonus.



\$1
Stocking Stuffer
\$1,000 top prize 6 49148 00356 8



\$3
Festive Fortune
\$50,000 top prize 6 49148 00354 4



\$2
Secret Santa
\$25,000 top prize 6 49148 00355 1

Second Chance of a Lifetime: **'Flip Flops & Mountaintops'** Holiday Escape Promotion

Your customers have the chance to win the trip of their dreams when they play and enter \$10 worth of eligible Missouri Lottery holiday-themed Scratchers and/or Draw Games tickets during the "Flip Flops & Mountaintops" Holiday Escape Promotion. The promotion will offer the following drawings on all three drawing dates:



"Holly Jolly Journey"

Customized taxes-paid adventure trips to Hawaii, Alaska or the Rocky Mountains



"Wonderland Wanderings"

Luxury taxes-paid trips to Clearwater Beach, FL, Branson, MO, Asheville, NC or Grand Haven, MI



"Candy Cane Cash"

\$1,000 cash, taxes paid

Winners will be randomly selected on Nov. 10, Dec. 9 and Jan. 6.

You can win, too! As players buy eligible tickets at your location and enter them to win trips and cash, your chances of winning a retailer route contest are increased.

Dollar Sales Increase

The top two retailers on each route with the highest increase in combined total amount of Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a "Mistletoe Merchandise" item of their choice.

Percentage Sales Increase

The top 10 retailers on each route with the greatest percentage increase in combined total Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a Lottery-themed merchandise prize.



Eligible Draw Games are active tickets accepted into the My Lottery® Players Club and are purchased and entered during the promotion dates, Oct. 11, 2021, through Jan. 4, 2022.

Quick Tips: Exchange Tickets

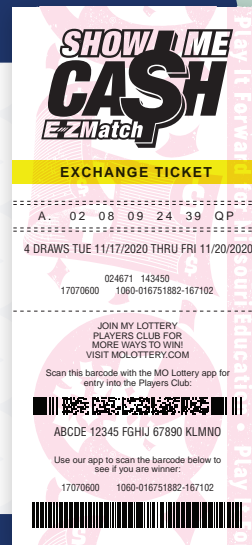
Does your staff know how to handle exchange tickets? Exchange tickets are issued by the terminal to replace a Draw Games ticket when a prize is paid, but there are still remaining drawings left on the player's original ticket.

For example, if a player has a ticket with an EZ Match win, they can claim the EZ Match prize right away. But if all of the drawings on that ticket have not yet happened, an exchange ticket is printed for your customer for the remainder of their plays.

Here's how it works:

- Simply scan the player's winning ticket as you normally would.
- A prompt will ask if you'd like to proceed with the validation. Select "Yes."
- A new ticket – with EXCHANGE TICKET printed at the top – will automatically print.
- Give this new ticket to the player, along with payment for their win.

"How To" videos for Lottery transactions can always be found on the Retailer Portal at retailer.molottery.com.



Powerball's 'First Millionaire of the Year' Promotion

Powerball's "First Millionaire of the Year" promotion is back.

A Missouri Lottery player could have a 1-in-5 chance of scoring a \$1 million prize and a Celebrate-At-Home New Year's Eve package during *Dick Clark's New Year's Rockin' Eve*® broadcast. For the chance to get there, players enter eligible \$2 Powerball tickets into their *My Lottery* accounts from Oct. 3 – 23.

Throughout the promotion, 36 Missouri players will be drawn to win \$500 cash and move forward into a national drawing that will randomly select the five finalists that will appear during the television broadcast.

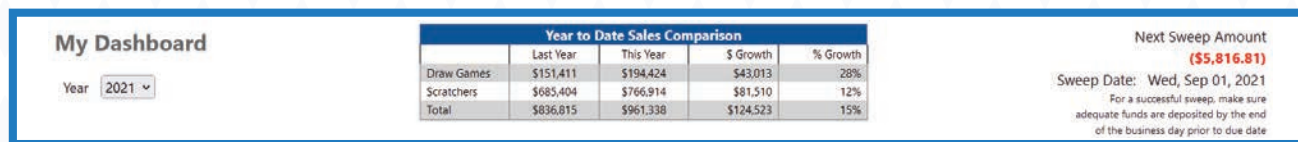
Make sure your Powerball players are in the know, so they don't miss their chance to enter.



HOW MUCH DO YOU KNOW ABOUT YOUR SALES?

No two retailers are exactly alike. That's why the Retailer Portal website offers customized information to help you understand and boost Lottery sales – including sections dedicated to Scratchers sales and inventory, accounting, training videos and Lottery reports.

The Dashboard provides at-a-glance comparisons, so you can see how your sales stack up from the previous year, as well as helpful information about sweep amounts and dates.



The Dashboard's easy-to-read charts can also show profit comparisons, how much players won on tickets purchased at your business, and how much money has been sent to public education programs in the state as a direct result of your Lottery ticket sales.



Don't have a Retailer Portal account? Ask your Lottery Sales Representative for details.

Monthly Transfer Update

The September transfer of more than \$38.1 million was based on sales in August, bringing the total profits transferred in FY21 to more than \$108.4 million.



October Calendar

- OCT. 3** Powerball's "First Millionaire of the Year" Promotion Starts
- OCT. 5** \$30 Scratchers Tickets Monthly Drawing
- OCT. 11** New Ticket Delivery
- OCT. 11** "Flip Flops & Mountaintops" Holiday Promotion Starts
- OCT. 20** Missouri Day One-Day Promotion
- OCT. 31** Entry Deadline for next \$30 Scratchers Tickets Monthly Drawing

Save the Date:
November MO Money Monday - Nov. 29
December New Scratchers Ticket Launch - Dec. 27

Celebrate

MISSOURI

Day

Purchase a \$5
LOTTO
single ticket

receive a
FREE \$2
SHOW ME CASH
EZ Match

OCTOBER 20 2021

ONE DAY ONLY

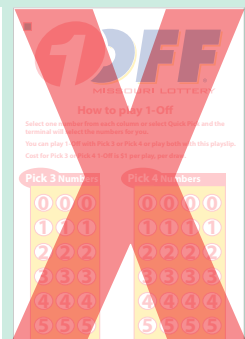
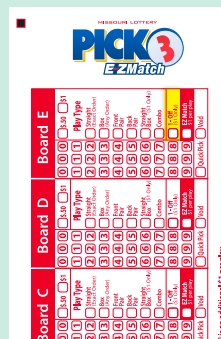
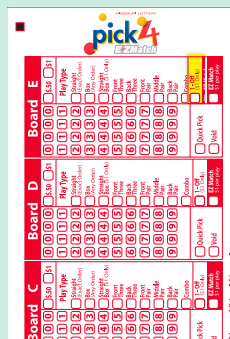
The Missouri Lottery reserves the right to end the promotion at any time.
Free Show Me Cash tickets will not print during the draw break (8:59 – 9:15 p.m.).

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Remove Any 1-Off Playslips You May Have

We're always looking for ways to help make your Missouri Lottery play centers as attractive and effective as possible. One way to do that is by eliminating redundant supplies.

Since players can already choose the 1-Off play type on regular Pick 3 and Pick 4 playslips, there's no need to keep an additional playslip specifically for 1-Off plays. If you're still displaying or storing 1-Off playslips, you should remove and recycle them.



MOLOTTERY 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832

WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery



Missouri Lottery